



**Station Order Revised
Matheson for Congress 2012**

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

11638

Contact: Craig Lewis

Phone: 801-575-5555

Email: clewis@ksl.com

Fax: 801-575-5831

Direct: 801-575-5862

KSL -TV

Program Name	DP	Length	Days	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
KSL 5a News	EM	M-F		\$30.00	1	1	1	1	1			1	1	7
5:00 AM	6:00 AM	30		\$210.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 6a News	EM	M-F		\$325.00	1	1	1	1	1			1	1	7
6:00 AM	7:00 AM	30		\$2,275.00										
Highly pre-emptible at LUR per KSL. Move to L1														
Today Show	EM	M-F		\$600.00	1	1	1	1	1			1	1	7
7:00 AM	8:00 AM	30		\$4,200.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Today Show	EM	M-F		\$350.00	1	1	1	1	1			1	1	7
8:00 AM	9:00 AM	30		\$2,450.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Sunday 9a News	EM	Su		\$90.00						1				1
9:00 AM	9:30 AM	30		\$90.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Today II	DT	M-F		\$140.00		1			1			1		3
9:00 AM	10:00 AM	30		\$420.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Rachael Ray	DT	M-F		\$130.00	1			1						2
10:00 AM	11:00 AM	30		\$260.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Studio 5	DT	M-F		\$85.00					1					1
11:00 AM	12:00 PM	30		\$85.00										
KSL Noon News	DT	M-F		\$130.00			1				1			2
12:00 PM	1:00 PM	30		\$260.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Today III	DT	M-F		\$65.00		1			1					2
1:00 PM	2:00 PM	30		\$130.00										
Days of Our Lives	DT	M-F		\$125.00						1				1
2:00 PM	3:00 PM	30		\$125.00										
Sold Out at LUR per KSL. Lowest Rate to Clear														
Dr. Phil	EF	M-F		\$50.00	1			1				1		3
3:00 PM	4:00 PM	30		\$150.00										

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/21/2012 11:57:37 AM

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					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Katie Couric	EF	M-F	\$225.00		1	1	1	1	1			1		6
4:00 PM	5:00 PM	30		\$1,350.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 6:30p News	EN			\$575.00		2	1	2	2				2	9
6:30 PM	7:00 PM	30		\$5,175.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 5p News	EN	M-F	\$575.00		1	2	2	1	2				2	10
5:00 PM	5:30 PM	30		\$5,750.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 6p News	EN	M-F	\$650.00		2	2	2	2	2				1	11
6:00 PM	6:30 PM	30		\$7,150.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Saturday 6p News	EN	Sa	\$150.00							1				1
6:00 PM	6:30 PM	30		\$150.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Sunday 4p News	EN	Su	\$115.00							1				1
4:00 PM	4:30 PM	30		\$115.00										
Highly pre-emptible at LUR per KSL. Move to L2														
The Voice	PT	M	\$3,250.00		1									1
7:00 PM	9:00 PM	30		\$3,250.00										
Sold Out at LUR per KSL. Lowest Rate to Clear														
The Voice	PT	Tu	\$2,500.00			1								1
7:00 PM	8:00 PM	30		\$2,500.00										
Sold Out at LUR per KSL. Lowest Rate to Clear														
Chicago Fire	PT	W	\$1,400.00				1							1
9:00 PM	10:00 PM	30		\$1,400.00										
Highly pre-emptible at LUR per KSL. Move to L2														
KSL 10p News	LN	M-F	\$1,750.00		2	2	2	2	2				2	12
10:00 PM	10:35 PM	30		\$21,000.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Saturday 10p News	LN	Sa	\$850.00							1				1
10:00 PM	10:35 PM	30		\$850.00										
Highly pre-emptible at LUR per KSL. Move to L2														
Sunday 10p News	LN	Su	\$2,750.00							1				1
10:00 PM	10:35 PM	30		\$2,750.00										
Highly pre-emptible at LUR per KSL. Move to L2														

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					Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Tonight Show		LF	M-F	\$350.00					1			1		2
		10:35 PM	11:37 PM	30										
		\$700.00												
		Highly pre-emptible at LUR per KSL. Move to L2												
Station Gross Totals				\$62,795.00	15	15	15	14	15	2	3	17	4	100

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